# City of College Park Strategic Plan 2010 – 2015 FY 2012 Action Plan Approved June 14, 2011

This action plan aligns with the Strategic Plan adopted by City Council August 10, 2010. As an annual road map for strategic plan implementation, this action plan intentionally focuses on a relatively manageable and strategic set of actions for one fiscal year. The steps included in this plan are assumed to have a finite scope (ideally within 1 year) and are strategically oriented towards change and improvement in College Park. Before the end of FY 2012, City Council and City Staff will develop an action plan for FY 2013. It is understood that some activities in the FY 2012 action plan will be repeated in the plan for FY 2013 and beyond because they span multiple years and are considered ongoing. (Note: In the deadline column "ongoing" indicates items that will likely continue each year of the strategic plan; "date +" indicates items that may go into another fiscal year, but will have a specific end date.) The steps in this action plan are in addition to ongoing daily operations and recurring annual activities in the City.

Resource needs indicated are those that would be required beyond existing staff time.

City Council and City Staff will annually review and update the action plan in conjunction with the annual budget development process. Action steps that may not be completed in one year will be reconsidered and where decided, carried forward into to the next year.

Following is a list of organization and initiative abbreviations that may appear throughout the action plan. The organizations represent some of the many supporting partners of the City identified in the strategic plan.

ATHA – Anacostia Trails Heritage Area

CBE - Community for a Better Environment

COG – Metropolitan Washington Council of Governments

COPS - Community Oriented Police Services

CPAE - College Park Arts Exchange

CPNW - College Park Neighborhood Watch

CPCUP - College Park City-University Partnership

DCPMA – Downtown College Park Management Authority

DOT – Department of Transportation

EAC - Education Advisory Committee

EPA – Environmental Protection Agency

ESL - English as a Second Language

HUD - Department of Housing & Urban Development

MHAA – Maryland Heritage Areas Authority

M-NCPPC Maryland-National Capital Park & Planning Commission

PG DPW&T- Prince George's County Department of Public Works &

Transportation

PGPD - Prince George's County Police Department

PGPOA Prince George's Property Owners Association

SHA – State Highway Administration

SRTSP - Safe Routes to School

TMA – Transportation Management Authority

UM – University of Maryland

WMATA – Washington Metro Area Transit Authority

YSB - Youth Services Bureau

TBD - To Be Determined

Objective 1: Improve public safety and reduce crime by utilizing contract police officers, collaborating with other police agencies, and encouraging community participation.

#### **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Evaluate the impact and effectiveness of existing security cameras; if the results show positive effects, seek funding to expand the number of security cameras.	Public Services	Q1	Q4	Grant funding; assistance from the UMD Police Department.	
b.	Hold a multi-police-agency meeting to improve coordination of police resources throughout the City to more effectively utilize police.	Public Services, City Council	Q1	Q4		
C.	Expand and develop Neighborhood Watch hierarchy and structure: establish coordinators in every neighborhood.	City Council Neighborhood Watch subcommittee	Q1	Q4		
d.	Have a discussion with PGPD and UMPD to create metrics for determining concurrent jurisdiction areas.	City Council	Q1	Q4	Worksession	
e.	Work with Neighborhood Watch leadership and community liaison officers to explore ways to better disseminate crime information.	Public Services, Neighborhood Watch subcommittee	Q1	Q4		

Objective 2: Improve local schools that serve City of College Park residents through collaboration with strategic partners including the Prince George's County Public Schools and the University of Maryland.

#### **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
а	Implement strategies to showcase the value and	EAC, City staff with school	Q1	Q4	CPCUP	
	accomplishments of City schools.	leaders	·			

Objective 3: Expand recreational, social and cultural activities for city residents.

# **Action Recommendations:**

	Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
а		Economic Development, Rec Board	Q1	Q4	- Potentially an electronic central community calendar (maybe using www.shopcollegepark.org) Incorporate this into website redevelopment M-NCPPC and CPAE pamphlets in City Hall.	Status Opuate
b	<ul> <li>Research feasibility to establish / help establish a College Park Foundation to assist with fundraising for College Park Day and other city events and organizations.</li> </ul>	City Council, City Council resident subgroup	Q1	Q2	Initially discussed at the 3-1-11 City Council worksession.	

Objective 4: Strengthen well-being of residents that seek assistance through youth, family and seniors program.

# **Action Recommendations:**

		Begin		Other Resource	
Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
<ul> <li>Expand public information about available senior programs and recreation activities to seniors in homes throughout the city.</li> </ul>	Seniors staff	Ongoing	Ongoing		
Conduct a survey of residents at Spellman House and Attick Towers and invite CPHA and Seniors Program staff to discuss results.	Seniors staff, City council	FY 2011	Q2	Include the Housing Authority in the survey process.	

Objective 5: Improve customer / constituent service to better serve College Park residents.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Provide ongoing staff training in resident relations / constituent services and customer service, including timely responses to phone calls.	Human Resources with department directors	Ongoing	Ongoing	Additional funding if this exceeds the training budget.	
b.	Improve presentation and user- friendliness of the City website; include social media options where possible.	IT, consultant	Q1	Q4	- Consultant services with staff and community committee (including residents, businesses, students, etc)	
C.	Consider options to prevent online service outages (e.g a generator).	IT, Public Works, City Council	Q1	Q4		
d.	Conduct a meeting between the City and County to discuss the permitting process. Establish a permitting process guide.	City Council, Planning Department	Q1	Q4	Prince George's County	

Objective 1: Advocate for state and other resources to rebuild Route 1 to improve its safety, efficiency, and appearance.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Lobby State Legislature, State Highway Administration and County Council to allocate funding to rebuild Route 1.	City Council	Q1	Ongoing		
b.	Work with M-NCPPC and SHA to require Route 1 developers to implement street improvements with new development or, if not feasible, pay a fee-in-lieu.	City Council, Planning Dept.	Q1	Ongoing		
C.	Establish a Tax Increment Financing (TIF) district strategy to help fund infrastructure improvements.	City Council, Planning Dept.	Q1	Q4		

Objective 2: Support development of transit options that increase convenience, accessibility, and mobility.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Market and brand THE BUS Route 17 as a Route 1 Main Street shuttle.	City Council	Q1	Ongoing	PG DPW&T, COG, WMATA	
b.	Implement Route 1, Rhode Island Ave., Campus Drive, and other bus corridor enhancements.	City Council	Q1	Ongoing	PG DPW&T, COG, WMATA	
C.	Advocate for selection of MTA's Campus Drive alignment for the Purple Line.	City Council	Ongoing	Ongoing		
d.	Participate in Purple Line design and preliminary engineering for alignment and stations.	Planning Dept., City Council	Ongoing	Ongoing	Include Community input	
e.	Continue funding and promoting use of Shuttle-UM pass for city residents and employees.	City Council, City Manager's staff	Ongoing	Ongoing		
f.	Develop a city-wide bicycle plan.	Planning Dept., City Council	Q1	Q4	Mapping assistance	
g.	Explore funding avenues to bring the Washington Metropolitan bike share program to College Park.	City Council, Planning Dept.	Q1	Q4		
h.	Create a map on a City webpage within the City website that shows all public transit options available in the City (Shuttle-UM, The Bus, WMATA bus and metrorail).	Planning Dept., IT, City Council	Q1	Q4	Include links to the transportation websites.	

Objective 3: Develop and implement Transportation Demand Management (TDM) strategies [on Route 1].

#### **Action Recommendations:**

	Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a.	Support establishment of a Route 1 TDM District.	City Council, Planning Dept.	Ongoing	Ongoing	Support from M-NCPPC, PG District Council	,
b.	Require developers to prepare trip reduction plans for new development.	City Council	Ongoing	Ongoing	Support from County Council, Planning Board	
C.	Seek funding for infrastructure improvements including bike trails and amenities and sidewalk construction.	Planning Dept.	Ongoing	Ongoing	Grant person	
d.	Direct traffic to least congested arterial and connector routes with improved signage and websites.	City Council, City Engineer	Ongoing	Ongoing	Support from UM, City, SHA, Prince George's County DPW&T	
e.	Work with University of Maryland to identify all UMD webpages that give driving directions to the University from Route 1. Provide links to the University.	City Manager's staff	FY 2011	Q2	UMD	

#### **Action Plan Notes:**

a. Includes a trip reduction goal for Route 1.

Objective 4: Improve traffic, pedestrian, and bicycle safety.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Explore options to provide safer access to major arteries from all City neighborhoods.	Planning Dept., City Engineer	Q1	Q4	SHA, County Council, PG DPW&T	
b.	Explore and enhance pedestrian and bike safety measures on Rhode Island Avenue in north College Park.	Planning Dept., City Engineer	Q1	Q4	Prince George's County, SHA	
C.	Explore options for establishing baseline statistics on pedestrian and bicycle traffic.	Planning Dept., City Engineer	FY 2011	Q4	Budget funding	
d.	Meet with the University to learn more about the status and future plans for M-Square as well as plans for bike and pedestrian paths in College Park.	City Council, Planning Dept.	Q1	Q4	UMD	

Objective 1: Implement strategies to improve energy efficiency and reduce greenhouse gas emissions.

# **Action Recommendations:**

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	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Initiate community emissions inventory.	City Council, CBE	FY 2011	Q4+	COG	
b.	Adopt ambitious emissions reduction targets.	City Council	FY 2011	Q4+	COG 2010-2012 Regional Climate and Energy Action Workplan	
C.	Establish a LEED-based sustainability standard for new development projects within the City jurisdiction.	City Council, CBE	FY 2011	Q4+		Our Route 1 development districts already have this standard because of the Sector Plan.
d.	Supply the energy needs of all city government facilities with 100% renewable energy through the purchase of renewable energy credits (RECs).	City Council, CBE, City Manager's staff	Q1	Q1	RECs background research conducted in FY 2011 by city staff	
e.	Promote greater use of car pooling and public transit by City staff.	City Council, HR, Green Team	FY 2011	Ongoing		
f.	Encourage greater City staff participation in energy efficient practices.	Planning Dept, Human Resources, Public Works, Green Team	Ongoing	Ongoing		
g.	Conduct two outreach workshops.	CBE	Q1	Q4		
h.	Pursue other grant resources to support activities addressing energy efficiency.	City staff	FY 2011	Ongoing	Grant person	

	Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
i.	Continue to pursue legislation for a home energy loan program for residents to make energy efficiency improvements. If legislation passes, pursue development of the program.	City Staff	FY 2011	Ongoing	110003	Status Opuato
j.	Pursue participation in Sustainable Maryland Certified Program.	City Council, CBE	Q1	Q4		

Objective 2: Develop strategies to effectively manage local water resources and storm water runoff.

# **Action Recommendations:**

	Major Action Stone	Deeneneihility	Begin	Doodling	Other Resource	Ctatus Undata
a.	Implement one or more projects recommended under the Paint Branch Watershed Management Plan.	Responsibility Planning Dept.	FY 2011	Deadline Q4	Needs Support from Anacostia Watershed Society, SHA, UM, and funding from the EPA	Status Update
b.	Review site plans for developer compliance with new storm water regulations.	Planning Dept., City Council	FY 2011	Ongoing	County Council	
C.	Incorporate best practices for storm water management into all City projects to the extent feasible.	Planning Dept., Engineer, Public Works, CBE	Ongoing	Ongoing		
d.	Encourage reduction of impervious surfaces in public and private property.	City Council, Planning Dept.	Q1	Ongoing	M-NCPPC	
e.	Work with the Prince George's Police and develop education materials to discourage illegal dumping and enforce anti-dumping laws in the City.	Public Works, Contract Police, Public Safety Officer	FY 2011	Ongoing	Alice Ferguson Foundation	

Objective 3: Increase and enhance parks and green spaces.

# **Action Recommendations:**

	Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a.	Develop a citywide parks and recreational facility inventory in preparation for future improvements and new green spaces.	Planning Dept., Public Works, Rec Board	Q1	Q4+	M-NCPPC support, funding for document preparation	
b.	Prepare plan for the Hollywood Gateway Park with community input.	Planning Dept.	FY 2011	Q4+	MHAA grant funding	
C.	Design and construct skate spot at Sunnyside Neighborhood Park with community input.	Planning Dept.	Ongoing	Q4		
d.	Explore options for construction phasing of Duvall Field renovation with community input.	City Council, Planning Dept.	Q1	Q4	Developer contribution or other funding.	

Objective 4: Divert waste from landfills by continuing to increase participation in reduce/reuse/recycle programs.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
	Disposed average public advertises	Dublic Works			Printed	
a.	Plan and execute public education	Public Works,	E) ( 00 ( )		materials;	
	program to promote recycling, with a	CBE, Green	FY 2011	Ongoing	outreach	
	focus on newly accepted recyclables.	Team			opportunities;	
					funding	
					Charitable orgs	
b.	Increase participation in pilot program				to accept	
	for diverting household items from	Public Works	Q1	Q4	donations, civic	
	landfill; measure results to determine if	Fublic Works	QI	Q4	association	
	program continuation is worthwhile.				assistance with	
					publicity	
C.	Annually publish recycling and related	Public Works	FY 2011	Ongoing		
	statistics on or around Earth Day.	I abilo vvoiko	1 1 2011	Crigoria		
٦	Promote increased business	City Council,			Local	
d.		Public Works,	FY 2011	Q4	businesses	
	participation in recycling.	CBE			(e.g., DCPMA)	

Goal IV: Neighborhoods that are safe, peaceful, attractive and retain their community character.

Objective 1: Effectively and fairly enforce city and county codes and ordinances.

# **Action Recommendations:**

	Major Action Stone	Doononoihility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a.	Major Action Steps  Expand pilot program for optional email notification of code violations city-wide.	Responsibility Public Services	Q1	Q4	Neeus	Status Opuate
b.	Establish benchmarks to measure improved City response to public inquiries and complaints. Evaluate the City's response according to the benchmarks.	Public Services, Public Works, IT	Q1	Q4		
C.	Implement one of the previously explored avenues for resident online reporting of suspected code and parking violations.	Public Services, IT	Q1	Q4		
d.	Form a task force to assess the effectiveness and consistency of citywide Code Enforcement.	City staff	Q1	Q4		

Goal IV: Neighborhoods that are safe, peaceful, attractive and retain their community character.

Objective 2: Increase the rate of home ownership.

# **Action Recommendations:**

	Majar Astian Otomo	Deeneneihilite	Begin	Deadline	Other Resource	Chatra Hadata
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Cultivate relationships with residential realtors to increase their knowledge of College Park's assets and positive attributes.	City Council, Economic Development	Ongoing	Ongoing		
b.	Create information page(s) on the City website that provides information about city neighborhoods to prospective residents.	Economic Development, IT	Q1	Q4		
C.	Engage in a marketing campaign to promote City assets including schools, neighborhoods, College Park as the best place to raise children (per Business Week article), etc.	City Council, City Manager's Staff	Q1	FY 2013	Consulting services for a full campaign. Partnership with PG Public School Board of Education and the PG Chamber of Commerce.	

Goal IV: Neighborhoods that are safe, peaceful, attractive and retain their community character.

Objective 3: Preserve and promote neighborhood resources that build a sense of community for all residents.

# **Action Recommendations:**

			Begin	<b>D</b>	Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
					M-NCPPC,	
á	a. Hold a second College Park Day and	City Council,			CP Day	
	develop strategies to make it a	Rec Board,	Q1	Q2	Planning	
	sustainable program.	YSB			Committee,	
					Volunteers	

# Goal V: Expand the local economy and tax base with socially responsible development.

Objective 1: Encourage revitalization of the Route 1 corridor consistent with the desires and needs of the local community.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Develop and track inventory of sites available for rent and redevelopment.	Planning Dept.	Ongoing	Ongoing		
b.	Work with developers to help identify businesses for new retail space.	Planning Dept.	Ongoing	Ongoing		
C.	Pursue Tax Increment Financing (TIF) to support public infrastructure improvements associated with new development.	City Council	FY 2011	Q4		

Objective 2: Encourage revitalization of the Hollywood Commercial District.

# **Action Recommendations:**

	Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a.	Develop a streetscape design plan with community involvement (residents, businesses, and local property owners).	Planning Dept.	Ongoing	Q4+	UM Landscape Architecture program	
b.	Work with business owners interested in forming a Hollywood Merchants association or other type of support network.	City Council, Planning Dept.	Q1	Q4		
C.	Explore options for business assistance financing for business owners and inform business owners of those options.	City Council, Planning Dept.	Q1	Q4		
d.	Hold an information gathering session with residents regarding a future Community Center in north College Park.	City Council, Planning Dept.	Q1	Q4	M-NCPPC	
e.	Request a feasibility study under the M-NCPPC Aid to Municipalities Program for construction of a community center in north College Park.	City Council	Q1	Q4	Cost of study	

Objective 3: Support and attract diverse locally-owned high-quality retail and restaurant businesses with unique character and a commitment to local quality of life.

#### **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Identify and promote available commercial space to prospective tenants.	Planning Dept.	Q1	Ongoing		
b.	Market downtown College Park as a destination location.	City Council, Economic Development	Q1	Ongoing		
C.	Develop and implement a strategy to recruit desirable retail and restaurant businesses to locate in College Park. (List compiled from 2010 Resident Survey results).	Planning Dept.	Q1	Q4		
d.	Assist local businesses in implementing strategies for a "buylocal" and independent business campaign for College Park.	Planning Dept.	Q1	Q4		
e.	Review and establish city priorities in relation to the East Campus development.	City Council	Q1	Q2	Discuss in a worksession.	

Objective 4: Increase the diversity of job opportunities.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Encourage University incubator businesses to remain in College Park by marketing suitable available space.	Planning Dept.	Ongoing	Ongoing		
b.	Work with Small Business Development Center to provide support to existing business owners and encourage new entrepreneurs to locate in College Park.	Planning Dept.	Ongoing	Ongoing		

# Objective 5: Increase the diversity of available quality housing.

# **Action Recommendations:**

	Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a.	Identify developers to build corridor infill housing consistent with the Route 1 Corridor Sector Plan.	City Council, Planning Dept.	Q1	Q4	Planning Board	
b.	Encourage affordable graduate student housing in early phase of East Campus development and encourage future developers to set aside a certain percentage of housing for graduate students in other project opportunities.	City Council	Q1	Ongoing		

Objective 6: Facilitate development in the College Park Metro Station area.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Work with WMATA on joint	Planning Dept.,	Ongoing	Ongoing	County Council,	
	development projects.	City Council	Ongoing	Ongoing	State Legislation	
b.	Market public property in the Transit District Overlay Zone to the private sector.	Planning Dept.	Q1	Ongoing	UM, WMATA, Prince George's County	

# Objective 7: Encourage revitalization of the Berwyn Commercial District.

# **Action Recommendations:**

			Begin		Other Resource	
	Major Action Steps	Responsibility	Timeframe	Deadline	Needs	Status Update
a.	Evaluate Berwyn Commercial District zoning and consider expanding usage.	City Council, Planning Dept.	Q1	Ongoing	County Council	
b.	Settle outstanding issues related to the completion of the Berwyn portion of the College Park Trolley Trail.	City Council, City Attorney	Ongoing	Ongoing		